



Better Living for a Better World

Observance of

# National 4-H CLUB WEEK

March 5-13, 1949

Extension Service • U. S. DEPARTMENT OF AGRICULTURE

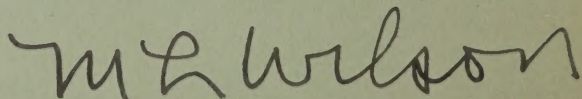


## THE TRUE SIGNIFICANCE OF 4-H CLUB WORK

An old friend and I were reminiscing around the fireplace. He is a successful farmer now, but both of us had been county agents. We were talking about extension work. During the week we had heard from the mother of a young army major, a casualty of World War II. The young man had been reburied in home soil that week.

"Jack," said my friend, "made me appreciate the true significance of 4-H Club work. He came from a poor family, in our poor mountain county. He and the other kids did well with sheep and other projects. But the real lift came out of getting together for meetings and fun. Jack sponsored the idea of a county 4-H Club camp. I can't help but feel that's what started the county on its way to a successful agriculture. Everybody is living better now, all except Jack. But he lives on in the memory of folks who farm the mountainsides."

Better living for a better world! What a splendid theme around which to rally for 4-H Club work in 1949. But those of us responsible for professional leadership in 4-H Club work must never forget that better living must begin in the lives of people in our own county. So long as a single farm boy or girl remains beyond the reach of the joy and enthusiasm which 4-H Club work brings, 4-H Club work is falling short of its goal.



M. L. Wilson  
Director of Extension Work



United States Department of Agriculture  
Extension Service

OBSERVANCE  
OF  
NATIONAL 4-H CLUB WEEK

March 5-13, 1949

THEME: BETTER LIVING FOR A BETTER WORLD

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## THE 1949 NATIONAL 4-H CLUB WEEK

### WHAT IT IS

#### NATIONALLY - THE FIRST 1949 NATIONAL 4-H NEWS BROADCAST

This is one of the two times throughout the year when most of the radio broadcasting programs will highlight the 1949 distinguishing features of 4-H Club Work.

These programs will feature:

The 1949 National 4-H Club Theme, "Better Living for a Better World."

The Objectives of 4-H Club Work to be Emphasized in 1949.

The Outstanding Achievements of 4-H Club Members as a Guide for 1949.

The Values of the 4-H Club Program to be Featured in 1949.

The Importance of Good Beginnings and Successful Completions as a Part of the Success of 4-H Members in 1949.

Importance of Aiding the 4-H Club Program in 1949.

#### LOCALLY - THE FIRST 1949 - 4-H CHECK-UP - MEMBERS - LEADERS - CLUBS

This is the one time of the year when 4-H members everywhere are encouraged to take an inventory of their 4-H project work. In most States, it is planting time or nearing the season when everything must be in readiness for the work ahead. The following are some suggested questions to be circulated among 4-H members by local 4-H leaders:

1. Have you the needed supplies and equipment for your 1949 project work?
2. Have you sufficient instructions to carry on your 1949 work successfully?
3. Are you using your 1949 4-H record books? If not, why not?
4. Are you in doubt about any phase of your 1949 4-H work?
5. Have you asked your local 4-H leader to help you regarding such phases?



6. Are you attending 4-H meetings regularly? If not, why not?
7. What plans are underway for rendering service to your community? To those in distress abroad?
8. Do your parents and neighbors know what you are doing in your 4-H Club work? Are they interested? If not, why not?
9. How are you and your fellow Club members planning to inform your community regarding your 4-H work?
10. Have you reaffirmed your intentions to carry your 1949 4-H goals to completion?

#### OUR RESPONSIBILITY AS 4-H CLUB LEADERS

#### TELLING THE 4-H CLUB STORY

"It is our responsibility as 4-H leaders to do as effective work as possible with the young people of today through the 4-H Club program. It is equally our responsibility as 4-H leaders to tell effectively the 4-H Club story.

"When this is done, parents, teachers, business men, clergymen - yes, the entire community will understand and support whole-heartedly the 4-H Club program underway. Thereby, 4-H members will be encouraged and inspired to greater achievement and usefulness as young citizens in a new world of scientific discovery and, we trust, of spiritual awakening."

--H. W. Hochbaum, Chief  
Division of Field Coordination



ANNUAL 4-H REPORT TO THE NATION DURING NATIONAL 4-H CLUB  
WEEK THROUGH RADIO BROADCASTS AND THE PRESS

What 1,800,000 Members Did in Their 80,000 4-H Clubs  
Under the Guidance of Their 200,000 Local Volunteer Club Leaders\*

1. 4-H members produced and conserved food, to make more available for their own families, for other families, and for those in need in other lands:

Garden products. . . . .	acres . . . . .	80,000
Poultry. . . . .	birds . . . . .	8,000,000
Livestock. . . . .	head . . . . .	800,000
Food crops . . . . .	acres . . . . .	500,000
Products canned. . . . .	quarts. . . . .	19,000,000
Food brined. . . . .	gallons . . . . .	180,000
Food dried or cured. . . . .	pounds. . . . .	2,000,000
Food stored or frozen. . . . .	pounds. . . . .	16,000,000

2. They made their homes more attractive and livable through their 4-H Club work in --

Food planning, preparation and service. . . . .	meals . . . . .	20,000,000
Room improvement . . . . .	units . . . . .	110,000
Arts and crafts. . . . .	articles. . . . .	250,000
Home management. . . . .	activities. . . . .	300,000
Beautification of home grounds . . . . .	homes . . . . .	115,000
Clothing . . . . .	garments. . . . .	2,000,000
Child care . . . . .	children. . . . .	22,000
Music appreciation . . . . .	homes reached . . . . .	220,000

3. They made their homes and home farms more efficient and profitable through their 4-H Club work.

<u>Club members</u>	<u>Achievement</u>
260,000 . . . . .	kept personal accounts
500,000 . . . . .	participated in fire and accident prevention
122,000 . . . . .	made use of special economic information
330,000 . . . . .	conducted soil and wildlife conservation practices
180,000 . . . . .	carried on forestry activities
40,000 . . . . .	engaged in work relating to agricultural engi- neering, electricity, tractor maintenance, and general farm repairs

\* Estimates, based on reports of State club leaders for 1948.



4. They improved their own health, and cooperated in improving health conditions in their homes and communities.

<u>Club members</u>	<u>Achievement</u>
620,000 . . . . .	carried on special health activities
212,000 . . . . .	had periodic health examinations
230,000 . . . . .	trained in home nursing and first aid

Thousands of club members checked and improved their own food and health habits.

Thousands more removed farm and home accident hazards.

An equally large number prepared and served 10,000,000 meals in keeping with the nutritional needs of their own families.

5. They worked as responsible citizens to improve their own communities.

<u>Club members</u>	<u>Achievement</u>
47,000 . . . . .	served as junior 4-H leaders
200,000 . . . . .	carried on recreational activities
40,000 . . . . .	engaged in community activities, such as improving public grounds, conducting local fairs, and helping those in distress
350,000 . . . . .	demonstrated improved farm and home practices to their neighbors and other interested people of their communities

Thousands of 4-H members received training in what it means to be a good citizen in their own communities. They developed a deeper appreciation of the American way of life by practicing democracy at home and in their club and community.

6. They gained a better understanding of their responsibilities in the world of today.

They sent gifts, valued at more than \$300,000, to those in need across the seas. These gifts included thousands of packages containing food, clothing, and equipment of various types.

They corresponded with many of those to whom these gifts were sent, and a few representative 4-H members helped in the homes of young people in such countries.

In their 4-H discussions, they spent much time trying to understand some of the important social and economic forces now at work and the steps to take in developing the good-neighbor spirit at home and abroad, to the end that there may be a just and lasting peace.



## MAIN OBJECTIVES

The following objectives for the observance of National 4-H Club Week are applicable to the whole country. However, it is suggested that in the local community only those objectives be selected for emphasis that seem most important in the sound development of the 1949 community 4-H Club program.

1. To make it possible for all 4-H members to become familiar with the 1949 theme, "Better Living for a Better World," and to see that it is emphasized in their 1949 4-H programs, particularly in relation to the 10 4-H guideposts.
2. To provide 4-H members an opportunity to inventory their 4-H activities to date as a "check-up" on their own efforts to date in carrying to completion any 4-H programs already started. Note the items on page 3. This is very important.
3. To give 4-H members an opportunity to reaffirm their intentions of carrying their 1949 club goals to completion. It is essential that 4-H members are helped in every way possible to complete their work.
4. To acquaint parents in every community with what 4-H members are already doing, especially in connection with those activities within the framework of the 10 4-H guideposts.
5. To encourage 4-H Clubs to inventory in their communities, those young people eligible for membership and to stimulate every 4-H member to assume responsibility for enrolling at least one new member and helping him to get started in accordance with sound 4-H Club procedure. If 4-H enrollment week has already occurred, this objective may be disregarded.
6. To give recognition to the far-reaching results of 4-H Club work from the standpoint of the nation, State, county, and local community through the press, magazines, and radio. The general public, especially on a nation-wide basis, is entitled to be adequately informed as to the far-reaching importance of the 4-H Clubs, particularly in helping to "win the peace."



7. To enlist more public-spirited citizens as local leaders and to provide other opportunities whereby public-spirited citizens may be enabled to give further support to the 4-H Club program.
8. To use National 4-H Club Week for the announcement of the 4-H Club calendar of 4-H events for the year on a State, county, or local basis unless such announcement has been made at an earlier date.

The 1949 national 4-H events are:

National 4-H Club Week, March 5-13, 1949  
National 4-H Club Sunday, May 22, 1949  
National 4-H Club Achievement Week, Nov. 5-13, 1949  
National 4-H Club Congress, Nov. 27-Dec. 1, 1949

#### SOME GENERAL HIGHLIGHTS

1. National, State, and local broadcasts, including transcriptions highlighting what 4-H young people are planning to do in 1949.
2. Messages to 4-H members by high Government or State officials and other prominent friends of 4-H Club work. A number of governors are planning to issue such messages.
3. Special recognition of National 4-H Club Week in churches and schools.
4. Luncheons and dinners by sponsors of 4-H Club Work; "Open Houses" by 4-H members in local communities.
5. National, State, and county news, magazine articles, and feature material in weekly and Sunday newspaper editions relating to the main theme of the Week and 4-H Club accomplishments to date.
6. Use of window displays, stickers, and other material furnished by the National Committee on Boys and Girls Club Work. The National Committee will also cooperate as usual in relation to the other main activities of the Week.
7. Special 4-H exhibits, demonstrations, and posters in public places.
8. Especially featured 4-H meetings, parades, and other 4-H events.
9. Announcement of a 4-H Club calendar for year on State, county, or local basis. Such a calendar might include such items as the 4-H goals, dates of 4-H events, and local leaders' meetings.



10. Mobilization of the 4-H delegates attending 1949 National 4-H Camp and the 1948 National 4-H Club Congress in helping to make the 1949 National 4-H Club Week as significant as possible.

#### SOME SUGGESTIONS FOR PARTICIPATION OF FRIENDS OF 4-H CLUB WORK

National 4-H Club Week may be an opportune time for the participation of the friends of 4-H Club Work--donors, sponsors, advisers, volunteer leaders, and members of service clubs, as well as members of national, State, and local 4-H committees. All such leaders may do much to call attention to the importance of the 1949 National 4-H Club Week, as well as to assume various responsibilities in carrying out special activities during the week to reinforce any 4-H events planned. Special meetings may be held on national, State, and local levels to report on the status of 4-H Club work, achievements to date, and to exchange ideas for the further strengthening of the work.

#### SUMMARY OF NATIONAL PLANS FOR OBSERVANCE OF NATIONAL 4-H CLUB WEEK

See page 3

Nationally, this week will be featured by the most recent 4-H report by radio to the Nation, by news releases, magazine articles, exhibits, and in other ways. Special messages from high-ranking officials will be sent to all State club leaders. Fact sheets for use of editors and others will also be prepared and sent. What 4-H Club work is, its peacetime goals, and special plans for 1949 will be highlighted. Special emphasis on the importance of a good beginning and a good completion will be featured in every way possible.

Some special National 4-H broadcasts have already been arranged. Announcements will be made later. The cooperation of several other agencies, as well as a number of commercial concerns, has been assured.

As is customary, the National Committee on Boys and Girls Club Work will cooperate to the full in (1) furnishing supplies such as 4-H posters, stickers, slogan cards for window displays, colored slides with narration, various transcriptions featuring the 4-H Club program, and phonograph records; (2) helping to get 4-H announcements on commercial radio broadcasts; (3) interesting commercial concerns in taking part in the observance of the week; and (4) supplying material for use in magazines and farm papers.



## SUGGESTED STATE PLANS FOR THE OBSERVANCE OF THE WEEK

Definite plans for the observance of the 1949 National 4-H Club Week will, no doubt, be available from each State office for the use of all county extension agents and local leaders. In many States there will be special statements by high-ranking officials including proclamations or statements by governors. In many States also, clergymen will be encouraged on Sunday, February 27, or Sunday, March 6, to call attention to the 1949 National 4-H Club theme and its significance, and to the values of the 4-H Club program, particularly in the development of leadership and a sense of home and community responsibility as emphasized in the 4-H Club pledge and the 10 4-H guideposts as well as in the 4-H citizenship pledge. In addition, the program itself will be emphasized particularly in helping farm boys or girls to produce or furnish needed supplies for the less fortunate peoples of other countries. Reports indicate that special plans are now underway in a number of States to enroll in 4-H Club work those eligible boys and girls not yet reached. Reports also indicate that the aid of many State agencies and other organizations has been obtained in connection with 4-H Club activities being planned.

### A SUGGESTED STATE MESSAGE

#### NATIONAL 4-H CLUB WEEK

National 4-H Club Week is one of two special weeks, devoted to 4-H work, which 4-H Club members throughout the Nation join in observing each year. National 4-H Club Week, held each spring about "planting time," is a high point in setting the goals and planning the 4-H program and projects and it serves as the "kick off" for the year's work.

Working Together for a Better Home and World Community is the main theme for National 4-H Club Week this year. Rural boys and girls, who participate in 4-H projects and activities and are active in building strong community 4-H Clubs, are working together for a better home community. Building a better home community makes for a better world and a better world community.

Study your community 4-H Club's plans and see that these plans fit the needs of your club members and your community. Check your community club's program and plans against the ten 4-H guideposts. Do they stress--(1) developing talents for greater usefulness? (2) joining with friends for work, fun, and fellowship? (3) learning to live in a changing world? (4) choosing a way to earn a living? (5) producing food and fiber for home and market? (6) creating better homes for better living? (7) conserving nature's resources for security and happiness? (8) building health for a strong America?



(9) sharing responsibilities for community improvement? (10) serving as citizens in maintaining world peace?

Check up on your individual 4-H projects and activities. Have you enrolled for the projects and activities in which you intend to participate during the year? Do you have your 4-H membership card? Have you started your records on your projects and are you keeping your record book up to date?

Are all the boys and girls in your community, who are 10 to 21 years old, 4-H club members? If not, interesting these boys and girls in 4-H work, getting them enrolled and helping them to get started on some 4-H projects and activities will help them, will help you, will help your community 4-H Club and your community.

Now is the time to rededicate yourself to the 4-H ideals. For 1949, really pledge your Head to clearer thinking, your Heart to greater loyalty, your Hands to larger service, and your Health to better living for your club, your community and your country. This year, really strive To Make the Best Better. You will have more fun. You will be better boys and girls and will be developing into better and more useful citizens. You will be working together for a better home and world community.

--Georgia State 4-H Office

#### SUGGESTED COUNTY OR COMMUNITY PLANS FOR OBSERVANCE OF THE WEEK

See page 3

Local observance of this week will attract attention again to the more recent accomplishments of 4-H Club members already highlighted, at least in part, during the observance of 1948 National 4-H Achievement Week. It will provide an opportunity for 4-H Clubs to prepare for the remainder of 1949 in a more effective way than ever before. This week will give every 4-H member another opportunity to rededicate himself to the ideals embodied in the 1948 Club theme, in the 4-H Club pledge, the 10 4-H guideposts, and the 4-H citizenship pledge; to reaffirm his intention of carrying out the 1949 goals already set; and to enlist new members in helping to live in a peaceful world through serving to the full in the home, on the farm, and in the community. It will mean much to many rural young people to be able to participate in a recognized way in a 4-H program that provides an opportunity for them to analyze their own situations within the framework of the 10 4-H guideposts and that will, in turn, help them to meet their own needs and interests. Definite responsibilities should be given every local leader in helping to make the 1949 National 4-H Club Week as effective as possible. The general suggestions for the observance of National 4-H Club Week include:



1. Information about the 1949 National 4-H Club Week in Weekly papers, extra editions, editorials, and advertisements. Emphasis on the 1949 national 4-H theme, "Better Living for a Better World."
2. Opportunity provided 4-H members to become familiar with the 10 4-H guideposts; to use these in analyzing their own situations and checking up on the progress of their work to date; to reaffirm their intention of attaining their 1949 goals; and to rededicate their Heads, Hearts, Hands, and Health in working together for a better home and world community. See page 3.
3. Inventory of young people eligible for 4-H membership in every community in keeping with a map for the community, showing the homes of those not enrolled.
4. Some responsibility placed on every 4-H member in reaching those eligible for 4-H membership. Disregard if 4-H enrollment drive has been completed.
5. 4-H exhibits, including window displays in local banks or store windows.
6. 4-H demonstrations in local store windows or community meeting places.
7. 4-H posters or stickers for use on windows in homes or on farm gates of 4-H members.
8. 4-H posters in town hall, post office, local bank, local theaters, or other public places.
9. Use of 4-H stickers on menu cards in leading hotels.
10. Some observance of National 4-H Club Week in local churches on March 6.
11. Assembly programs on 4-H theme, exhibits, and use of loud speaker systems in schools regarding 4-H Club work.
12. Local 4-H parades and other 4-H events, such as "open houses" held by 4-H members.
13. Motion pictures of 4-H Club work in local theaters; use of 4-H transcriptions or 4-H colored slides.
14. Participation of 4-H Club members in adult programs reporting what has been accomplished and what is being planned for 1949, especially in connection with the 1949 theme, "Better Living for a Better World."



15. Announcement of 4-H Club calendar for year, including such items as 4-H goals, dates of 4-H events and local leaders' meetings, and plans for ensuing year.
16. Announcement of names of new members enrolled since the 1948 National 4-H Achievement Week.
17. Recognition of local 4-H leadership.
18. Publication of letters from former 4-H Club members in local papers.
19. Use of 4-H flags and banners.
20. Wearing of 4-H uniforms, 4-H insignia on arms, and special 4-H pins.

SOME SUGGESTIONS FOR SPECIAL 4-H MEETINGS  
DURING NATIONAL 4-H CLUB WEEK

"4-H OPEN HOUSE WEEK"

Use of town hall or some other community place to provide opportunity for 4-H members to show what they can do.

4-H exhibits on display, as well as 4-H posters and pictures illustrating work done.

All parents and neighbors of 4-H members encouraged to attend.

Serving of refreshments prepared by 4-H members at certain stated times.

4-H programs in which demonstrations are given by Club members and talks are given by outstanding friends of 4-H work.

Possible program features:

4-H music.

Pledge of allegiance and 4-H Club pledge.

Featured speakers at local meetings.



Statement of 4-H goals set up locally and progress made toward attaining them, especially in relation to the 10 4-H guideposts; reference to national 4-H goals in connection with the present peacetime situation.

Some 4-H ceremony to help members to live up to the ideals embodied in the 4-H Club pledge, particularly in relation to the 4-H guideposts. Such a ceremony might well be developed by the members themselves.

Public demonstrations showing what can now be done locally to help carry out the 4-H Club theme.

Report of new members enrolled since National 4-H Achievement Week, followed by a 4-H admission ceremony.

Report of special 4-H activities to date by 4-H members.

Announcement of plans for special 4-H programs for the 15 to 21 age group.

4-H citizenship ceremonial.

#### SOME SUGGESTIONS FOR LOCAL 4-H PUBLICITY

1. Provide editors of local papers with material on the challenge to 4-H members in relation to the general theme accompanied by information on national and local 4-H accomplishments. Stories of outstanding achievements of 4-H members are especially effective.
2. Consult managers of local stores about window displays. Some have special plans already underway. Furnish products canned or grown by 4-H members. Garments made or remodeled by 4-H members may also prove effective.
3. Send circular letters to all local leaders, presidents of clubs, and parents of club members, acquainting them with plans for National 4-H Club Week and what they are expected to do. Circular letters concerning National 4-H Club Week may also be sent to 4-H members. Main items from the manual might be included in such circular letters.



4. Make contact with local broadcasting stations regarding special 4-H programs during National 4-H Club Week, highlighting the main 4-H theme, the 10 4-H guideposts, achievements of local 4-H members, as well as the extent of 4-H Club work today.
5. Plan with local 4-H leaders various ways of reaching more young people with the 4-H program. Make special announcement of those enrolled during the week.
6. Announce 4-H Club calendar and plans for ensuing year, as formulated by the 4-H Clubs of the country.
7. Put 4-H posters and 4-H window cards in public places throughout the county.
8. Obtain the cooperation of the clergy of local churches and the teachers in local schools. Supply them with information regarding National 4-H Club Week and 4-H plans for the ensuing year.
9. For other suggestions, refer to previous manuals on National 4-H Club Week which may be in the county extension files.
10. In local publicity, it may prove effective to use the illustrations at the end of the circular on the observance of National 4-H Achievement Week distributed to each county in September 1946.

#### SUGGESTED HEADLINES FOR ARTICLES IN PAPERS

The Theme, "Better Living for a Better World"  
Features the 1949 National 4-H Club Week.

\*\*\*

Nation Honors 4-H'ers March 5-13.

\*\*\*

The President's Message to the 4-H Clubs of the  
Nation.

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National 4-H Week is Observed by All 4-H Clubs of  
the Nation.

\*\*\*

National 4-H Club Week Starts March 5.

\*\*\*

Evolution of 4-H Dates from 1900's to Present Time.

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Special Activities Given Attention in 4-H.

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Not All Work - 4-H'ers Have Fun

\*\*\*

4-H Events During National 4-H Club Week

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4-H Plan Designed to Teach Best Way of Life to Youth

\*\*\*

President Truman's Tribute to 4-H Clubs

\*\*\*

4-H Looks Forward

\*\*\*

Accent on 4-H Youth

\*\*\*

4-H'ers Do Things

\*\*\*

4-H Club Members of Today will be the Leaders of Tomorrow.

\*\*\*

National 4-H Club Activities are Planned from March 5 to 13.  
Window Displays, Posters, and Radio Tell of Work.

\*\*\*

We are Proud to be able to Serve the 4-H Clubs of \_\_\_\_\_ County.

\*\*\*

Enroll Now! Through Your Local County Extension Agent.

\*\*\*

Better Farming Methods Taught by the 4-H Clubs Now  
Mean Better Farmers in the Future!

\*\*\*

4-H Club Boys and Girls Go Into Action

\*\*\*

The 4-H'ers are the Farmers and Ranchers of Tomorrow.

\*\*\*

1949 National 4-H Club Week Programs Announced.

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Cooperate with the Youth of Your Community in Observing  
National 4-H Club Week - March 5 to 13.

\*\*\*

Year's 4-H Program Outlined for \_\_\_\_\_ County.

\*\*\*

Governor \_\_\_\_\_ Proclaims 4-H Club Week March 5 to 13.

\*\*\*

1,800,000 Club Members Observe National 4-H Club Week.

\*\*\*

\_\_\_\_\_ County 4-H'ers Active in National 4-H Club Week.



## MATERIALS FOR CIRCULAR LETTERS

Many itemized suggestions contained in this manual regarding the observance of National 4-H Club Week can be issued to advantage in letters to local leaders, presidents of clubs, and parents of club members. Reference may also be made to previous manuals in which suggestive circular letters are included. Messages by prominent officials and other materials will be ready for distribution by February 1.

### 4-H SUGGESTIONS TO THE PUBLIC

Get acquainted with the 4-H Club program.

Help recruit members for a club.

Assist in organizing a club.

Be a local club leader or help members find one.

Encourage your boys and girls to be 4-H members.

Encourage other boys and girls to be 4-H members.

Help members get to 4-H meetings.

Encourage members to take part in 4-H Club activities.

Assist members to secure needed equipment and supplies.

Encourage members to complete their project work.

Help the local 4-H Club with its activities.

Back up the clubs and club leaders in your neighborhood.

Tell parents what 4-H Club work can mean to their own boys and girls.



## A SUGGESTED MESSAGE FOR LOCAL PAPERS

"As citizens of this community we want to urge every boy and girl between the ages of 10 and 21 to join the 4-H organization. We'd also like to take this opportunity to personally congratulate the leaders in this county for the fine job they've been doing with our rural youth. It is only through your unceasing efforts and the many hours of your time that this task has been accomplished. We know that often you are busy with your own work at home but time and time again you've worked a little faster and stayed up a little later in order to make your club click. You realize the great responsibilities that have been given you in helping these 4-H'ers become the kind of adults this nation needs. May your National 4-H Club Week be a great success so that many more youths will have the opportunities you are helping to provide. We want to help you boost that goal to the top!"

## THE 1949 THEME AND THE TEN 4-H GUIDEPOSTS

4-H members worked together for "Better Living for a Better World" in keeping with their ten 4-H guideposts:

1. DEVELOPING TALENTS FOR GREATER USEFULNESS.
2. JOINING WITH FRIENDS FOR WORK, FUN, AND FELLOWSHIP
3. LEARNING TO LIVE IN A CHANGING WORLD.
4. CHOOSING A WAY TO EARN A LIVING.
5. PRODUCING FOOD AND FIBER FOR HOME AND MARKET.
6. CREATING BETTER HOMES FOR BETTER LIVING.
7. CONSERVING NATURE'S RESOURCES FOR SECURITY AND HAPPINESS.
8. BUILDING HEALTH FOR A STRONG AMERICA.
9. SHARING RESPONSIBILITIES FOR COMMUNITY IMPROVEMENT.
10. SERVING AS CITIZENS IN MAINTAINING WORLD PEACE.

## A GOVERNOR'S MESSAGE

Each year, many high-ranking officials make statements regarding the observance of National 4-H Club Week. Among such are messages by many governors. Some messages of this type are presented on the following pages:



THE COMMONWEALTH OF MASSACHUSETTS  
EXECUTIVE DEPARTMENT  
STATE HOUSE, BOSTON

February 18, 1947

To 4-H Members and Leaders:

As you observe National 4-H Club Week, March 1 to 9, 1947, it is appropriate that the Commonwealth take note of your splendid progress. For many years the 4-H Clubs have made their influence felt in education for farming, homemaking and rural community life. Your progress deserves the commendations of community, state and nation.

Your response to the great need for food production in recent years is well known and greatly appreciated. In the purchase of bonds, assisting with salvage collection and doing other acts of community service you have demonstrated good citizenship. By sending "Friendship boxes" to foreign countries you have not only contributed to the comfort of other peoples but have also helped to cement a closer friendship between nations.

Each passing year brings new problems. The same energy and enthusiasm which typified the 4-H food production program can be applied equally well in other lines. Better health, more adequate diet, attractive home surroundings and community welfare are among the great needs. Your efforts to meet those needs are worthy of all the support and encouragement that the people of your community can give.

For this reason, I urge that all people, particularly those in rural areas, encourage the work of the 4-H Clubs, examine the results which they have achieved and tell others of the benefits to be derived from taking some part in the program.

(Signed) Robert F. Bradford

Governor



Frank Carlson  
Governor

STATE OF KANSAS  
OFFICE OF THE GOVERNOR  
TOPEKA

February 28, 1947

TO ALL 4-H CLUB MEMBERS:

I am proud to salute the 4-H Club members of today and trust that your annual 4-H Club Week, from March 1 to 9, will be the most successful one ever held. It pleases me greatly to give encouragement to the steady growth of your organization in Kansas, and everywhere else. Your clubs constitute an outstanding body of boys and girls aiming to attain worthwhile goals in life, and as a character-building influence they are of uppermost importance. My wish is that all boys and girls might enjoy the privilege and benefit of participating in 4-H activities.

It is a great satisfaction to know that 4-H Clubs are based on each club member doing a useful piece of work on the farm, or in the home, or community under skilled guidance and doing it the best way known to research and practice, also to know that your clubs have become an outstanding influence in developing the cultural, social, and recreational, as well as the practical aspects of modern rural life.

In the adoption of your 1947 theme, "Working Together for a Better Home and World Community", you have chosen one in which the challenge will be great, but realizing your past records of achievement I have confidence you will accomplish your goal.

You have my very best wishes for a most successful 4-H Club Week for 1947.

Sincerely yours,

(Signed) Frank Carlson  
Governor

PROCLAMATION

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WHEREAS,

The 4-H Club enrollment in Tennessee exceeded 100,000 on January First, 1947, and

WHEREAS,

This great organization of rural youth which proved its worth in time of war, today has devoted its resources and ability in 1947 to WORKING TOGETHER FOR A BETTER HOME AND WORLD COMMUNITY, and

WHEREAS,

One hundred thousand Tennessee boys and girls -- a larger army for peace than Robert E. Lee had at any time for war, and like those boys in gray, these young people with their 4-H emblem, are making imperishable records, though theirs are records of better and larger crops, of finer and more productive livestock, of more nourishing foods in ampler amounts, of pleasing and useful handicrafts, and, best of all, of more attractive homes and happier hearthstones,

THEREFORE,

I, Governor Jim Nance McCord, do hereby proclaim the period of March First to March Ninth as 4-H Club Week and do now call all our citizens to join in paying honor to the young farm boys and girls in Tennessee who have dedicated themselves to training for better citizens, better living and a more prosperous farm and home life.

Done the 17th day of February, 1947.

(Signed) Jim McCord



### SUGGESTED STATE BROADCAST BRIEFS

"This is National 4-H Club Week for the nearly two million boys and girls who are members of this fine organization. To be identified with a 4-H Club is a badge of distinction, borne by more than 20,000 (State) boys and girls last year. It is during this week, those boys and girls are inviting many others in (State) towns and on (State) farms to enjoy the advantages of 4-H membership. Adults who are concerned for the future of the generation can do no better service than that of encouraging and assisting the movement by giving leadership and support, making greater participation possible."

---

"Largest rural youth organization in the world, the 4-H Clubs are observing now their National 4-H Club Week. Numbering nearly 2,000,000 boys and girls between the ages of 10 and 21 years, they are enrolled in nearly 100,000 clubs throughout the United States as well as in Alaska, Hawaii, and Puerto Rico. England, Norway, Sweden, Denmark, Finland, Cuba, Venezuela, Korea, and other nations also, have 4-H Clubs or similar organizations.

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"Each 4-H member does one or more phases of project work, under supervision of the county Extension agent and local volunteer leaders, that will demonstrate or teach better ways of homemaking and agriculture. 4-H boys and girls are practicing democratic procedures and learning in their 4-H Clubs to have a deeper appreciation of the democratic way of life."

---

"The annual observance of National 4-H Club Week begins (or began) Saturday, March 5. It is a nation-wide program, effecting nearly two million 4-H boys and girls, but has a special and particular interest for many thousands more. The occasion is the time when new members may enroll.

"More than (number) boys and girls on (State) farms and in (State) towns are members of the 4-H Clubs. There is opportunity now for many thousands more who wish to join this fine voluntary organization, whose creed and principles are expressed in their club pledge:

"I pledge

My head to clearer thinking  
My heart to greater loyalty  
My hands to larger service  
And my health to better living  
For my club, my community and my country."

---

"During this National 4-H Week, no better tribute to the 4-H Clubs could be given than the one by Dr. C. B. Smith.

"4-H Club work is a kind of training in which rural youth learns better ways of farming and homemaking, better ways of working together in groups and on community matters, better ways of living. It recognizes the basic educational values of farm life. It puts the emphasis on self-reliance, character and an appreciation of the things of the open country. It makes for good homes, good citizens and a cultural rural life."



#### 4-H ADMISSION CEREMONY

Many a 4-H Club member has been stimulated to greater effort and achievement by the experiences and opportunities made possible through 4-H Club work and especially during the early part of the Club year. A brief summary of some of the 4-H basic principles at the time new members are admitted may aid considerably in developing an appreciation of the values of Club work. Therefore, this brief ceremony seems especially appropriate at the time new members are enrolled in a 4-H Club during the observance of National 4-H Club Week.

Suggestions: The guide takes the candidate for 4-H Club membership to the front of the room, where the officers are standing behind a table

President: To you who are about to become a member of the 4-H Clubs of America, we, as active members of (club name), sharing responsibilities in the carrying out of the new 4-H peacetime programs, wish to explain the purposes of our organization.

Vice President: The 4-H Clubs are part of the national agricultural Extension Service of the United States Department of Agriculture, in cooperation with the State colleges of agriculture and county extension organizations. 4-H Clubs are organized to help us to become better citizens in a democracy by teaching us how to work and play together; by guiding us in the solving of our own problems and those of the home and community in relation to our 10 4-H guideposts; by giving us an opportunity to learn better methods of farming and homemaking; by encouraging us to pass these better methods along to others; by giving us an understanding and appreciation of country life; and by helping us to be of service to others and to our communities in a changing world. In addition, during this critical period, each 4-H Club program provides rural young people an opportunity to do their full part in working together for a better home and world community.

Secretary:

Our 4-H emblem is a green four-leaf clover, with a white "H," standing for the development of the Head, Heart, Hands, and Health, on each leaf.

Our 4-H motto is "To make the best better."

The ten 4-H guideposts are:

1. Developing talents for greater usefulness.
2. Joining with friends for work, fun and fellowship.
3. Learning to live in a changing world.
4. Choosing a way to earn a living.
5. Producing food and fiber for home and market.
6. Creating better homes for better living.
7. Conserving nature's resources for security and happiness.
8. Building health for a strong America.
9. Sharing responsibilities for community improvement.
10. Serving as citizens in maintaining world peace.



Our 4-H citizenship pledge is:

"We, individually and collectively, pledge our efforts from day to day, to fight for the ideals of this Nation.

"We will never allow tyranny and injustice to become enthroned in this, our country, through indifference to our duties as citizens.

"We will strive for intellectual honesty and exercise it through our power of franchise. We will obey the laws of our land and endeavor increasingly to quicken the sense of public duty among our fellow men.

"We will strive for individual improvement and for social betterment. We will devote our talents to the enrichment of our homes and our communities in relation to their material, social, and spiritual needs.

"We will endeavor to transmit this Nation to posterity not merely as we found it, but freer, happier, and more beautiful than it was transmitted to us.

Treasurer: This 4-H Club wants every person who joins it to know that he is joining a national organization which has very important peacetime responsibilities. Every person should know also that this is an organization in which the Extension Service of the United States Department of Agriculture, with headquarters in the Nation's Capital, is working cooperatively with the extension services of the State colleges of agriculture and the county extension services, as well as with those of Hawaii, Alaska, and Puerto Rico; and that 4-H Clubs are now underway also in many other countries.

President: You are now familiar with the purposes of 4-H Club work, the 4-H emblem and what it symbolizes, the 4-H motto, the ten 4-H guideposts to be used in developing 4-H programs, and the 4-H citizenship pledge. Are you now willing to try to live up to these ideals of the 4-H Club organization?

Candidate: I am.

President: Do you now wish to become a 4-H Club member?

Candidate: I do.

President: You will sign the 4-H Club roll.

Candidate signs in secretary's book.

President: You will repeat the club pledge after me:

Candidate (repeats after president):

I pledge--

My Head to clearer thinking,  
My Heart to greater loyalty,  
My Hands to larger service, and  
My Health to better living,  
For my club, my community, and my country.

President: You are now a member of (name of club) 4-H Club. We welcome you into its membership. May you ever do your full part in carrying out the 4-H program; be faithful in helping to carry on your own 4-H work as a part of the general extension program of your community and county in partnership with your parents and neighbors; and in living up to its high ideals to the end that you will be among the vanguard of those who are working for a better home and world community.



YOUTH'S DESTINY - - - AN ADULT CHALLENGE

There is a destiny that makes us brothers:  
None goes his way alone.  
All that we send into the lives of others  
Comes back into our own.  
I care not what his temples or his creeds,  
One thing holds firm and fast--  
That into his fateful heap of days and deeds  
The soul of a man is cast.

--Edwin Markham

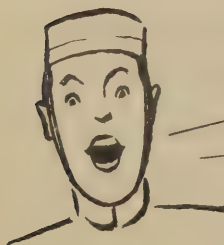
# Spots



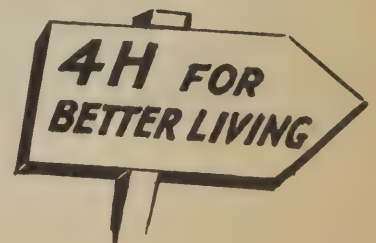
Write in  
"Picnic", "Party"  
"Meeting" etc.  
above pen point.



**BETTER LIVING**  
*for a*  
**BETTER WORLD**



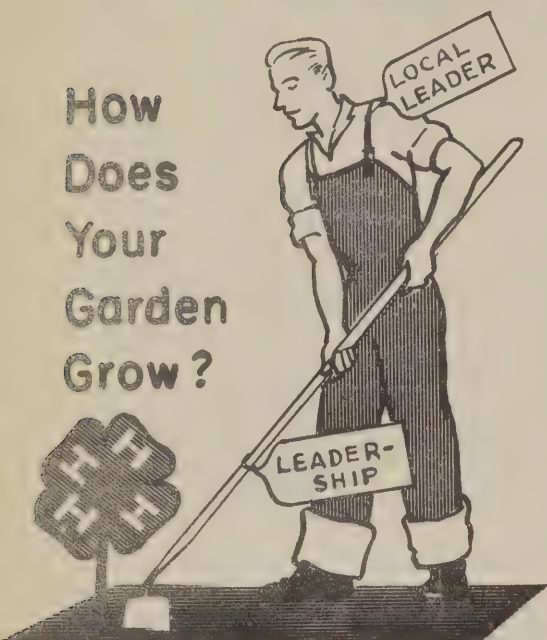
**CALLING**  
**ALL 4H PARENTS**



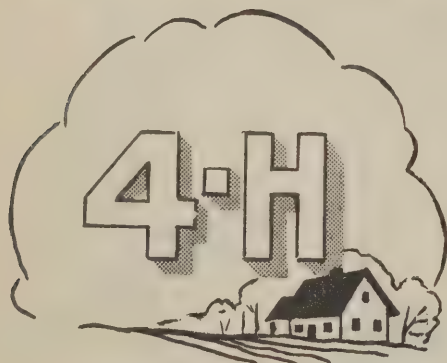


# 4-H SPOTS

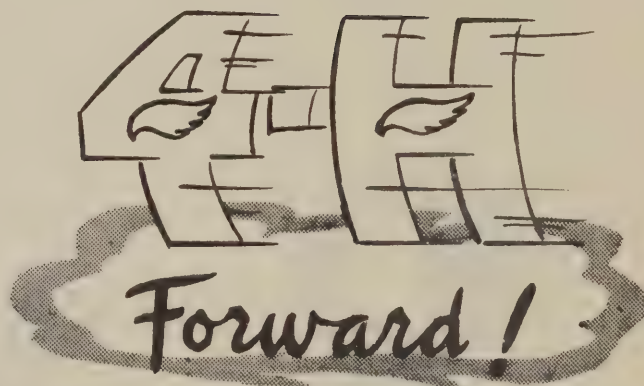
How  
Does  
Your  
Garden  
Grow?



*Get  
Set*—NATIONAL  
4-H CLUB WEEK



BETTER LIVING FOR  
A BETTER WORLD



NATIONAL 4-H CLUB WEEK



We 4-H PARENTS pledge—

- OUR HEADS to help our youngsters plan their projects wisely.
  - OUR HEARTS to constant encouragement.
  - OUR HANDS to help them reach their goals.
  - OUR HEALTH to keep them strong and well,
- for THEIR CLUB, THEIR COMMUNITY, and  
THEIR COUNTRY.

# CARTOONS



"No, Elbert! I simply couldn't date a man who isn't 4-H! Not during National 4-H Club Week anyway!"

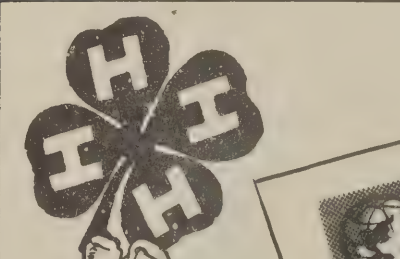
"But Da-a-a-ddy! I don't care if it is the grand prize- I simply couldn't go to Bermuda during National 4-H Club Week. I'd miss everything!!"





# NEWSPAPER ADS


In the 3-column ad below, a letter typed on the letterhead of the advertiser, and signed by him, should be substituted for the letter shown.



Advertiser's  
name, etc.

BETTER LIVING  
for a BETTER WORLD

4-H



NATIONAL  
4-H CLUB WEEK  
MARCH 5-13, 1949

Advertiser's  
name etc.

#### 4-H FLANNELGRAPH

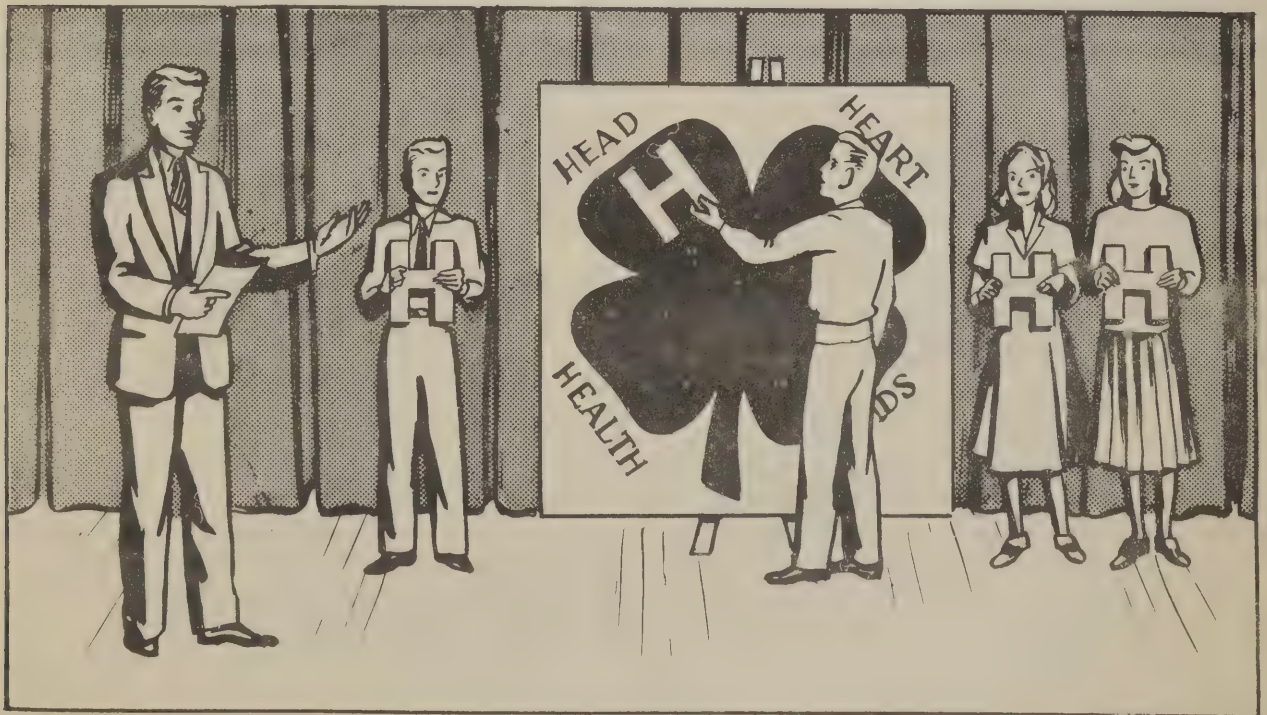
The flannelgraph, made of ordinary cotton flannel, works on the principle that flannel sticks to flannel, without the need of bothersome thumbtacks or sticky tape. Pieces may be added gracefully as a talk progresses, to emphasize points as the speaker makes them.

The added pieces are more effective when cut out of stiff paper such as construction paper, and backed with flannel- rather than cut directly out of flannel, which is too limp. The piece of flannel used for the background should be stretched flat on a board to give a good adhering surface. Creases can easily be removed by rinsing in water and drying flat, rather than ironing out.

#### CEREMONY

In the center of the stage is a large board, covered with white cotton flannel. On this has been sewed or stuck a large, dark green clover, cut out of dyed flannel. Four 4-H Club leaders each hold a large white "H" cut out of white paper and backed with flannel. As the master of ceremonies speaks on an appropriate subject, such as the meaning of "Head, Heart, Hands and Health", or the achievements aimed at for the coming year, each of the leaders comes forward at the right moment and places the "H" on the clover, until it is complete.

You may enlarge on the idea by building the clover leaf by leaf and adding anything else suitable to the idea presented. This will allow more boys and girls to take part. In-fact, the idea may be adapted to many ceremonies throughout the year.





# Tips ON WINDOW DECORATING



When you have a window to decorate or an exhibit to make, don't do it haphazardly. Find out how much space you have to work with, then draw up your plans on paper.

Try to think up a snappy "theme" and feature one idea, not several. Appeal to the curiosity in people; it is one of their strongest traits.

Keep it simple; busy people aren't attracted to anything that looks too complicated at first glance.

You're trying to appeal to passersby, people on the run, so try to have an attention-getting idea or device to stop them in their tracks. Here are some things that will get attention:

- . Living things
- . Moving or unusual objects
- . Colored or intermittent lights, not too glaring
- . Mechanical devices
- . Mirrors
- . Bright colors
- . Music

Keep it orderly; if you have a variety of objects to display, divide them into groups, and label each group clearly. Try to play up one group over the others.

Use care in planning and doing the lettering that people will have to read. Have it large and legible and well done, even if you have to get the cooperation of a professional sign painter.

Decide on a general color scheme, and be sure none of the colors "clash." Since dark green and white are the 4-H colors, here are the colors that go best with that combination.

- . Yellow
- . Orange
- . Red purple
- . Light green
- . Red (NOTE: Be careful that the red does not "vibrate" with the dark green. This often happens when they are used one on the other, unless the proper shade of each is chosen.)

## WINDOW DISPLAYS

How about a "live" dress review in the window of a local department store, or in the yard goods department? This idea has been tried in Oregon, and proved to be a "traffic-stopper."

The models would be 4-H girls who had completed their clothing project, displaying their own handiwork. The show could be put on at certain hours every day during National 4-H Club Week, with perhaps a different club participating every day.

Below is a suggestion for the window decoration, which should be simple and uncluttered so as not to detract from the models. A few props, such as a chair with a coat thrown over it, and some tastefully arranged solid-color drapes, might be used. Two doorways would be needed in the back wall, so that the models could enter, one at a time, and walk across the floor to the exit at the other side. A path should be indicated for the models to follow, and this might be part of the decoration, if it is made of a contrasting color. On the back wall would be a streamer or sign, announcing National 4-H Club Week, with perhaps the emblem or a poster of some sort.

Various types of demonstrations might be put on in the same way, and would be sure to get attention.





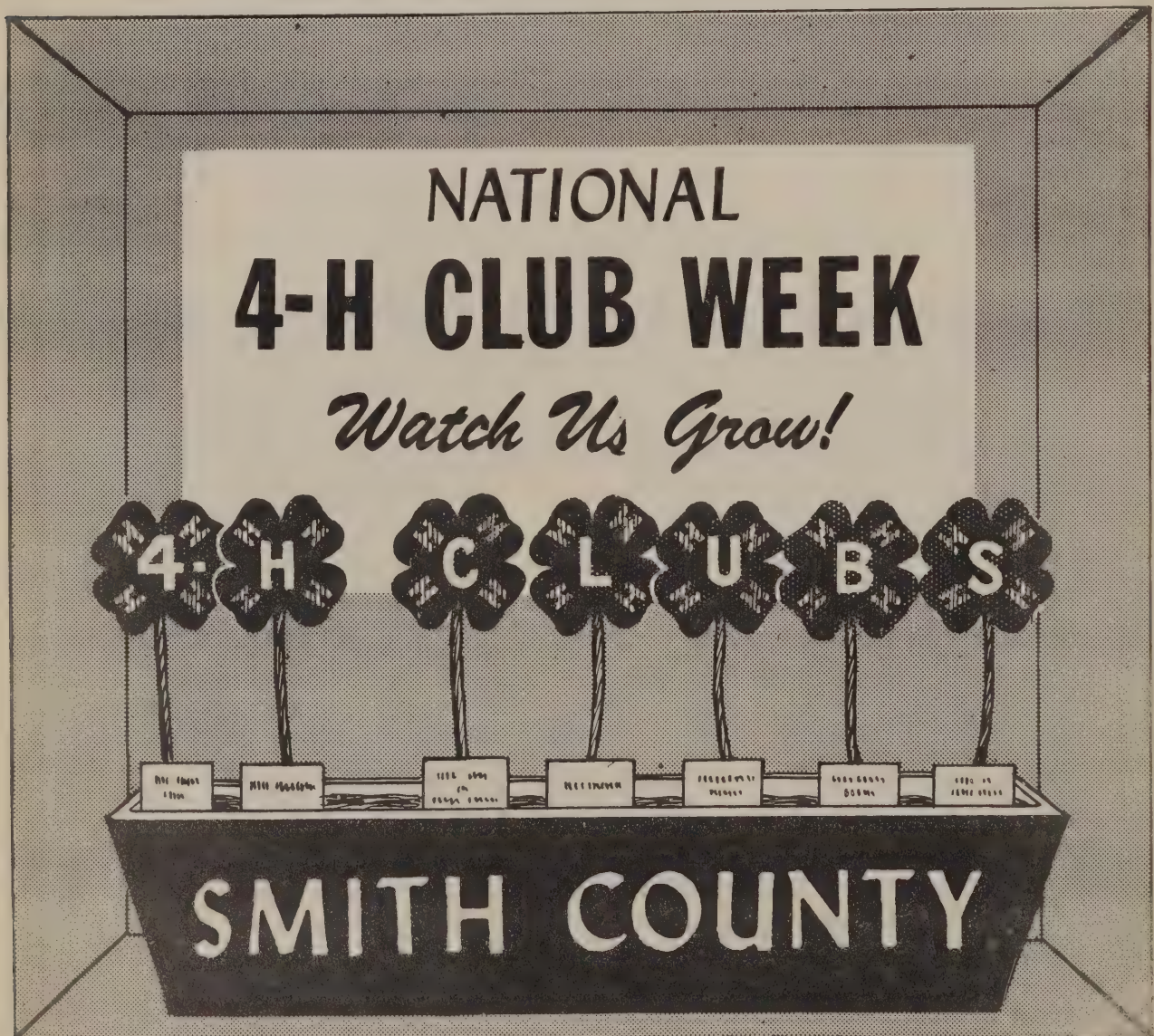
## WINDOW DISPLAYS

This is designed for a small window. The base is an ordinary window box, painted dark-green, with county, club, or township name in yellow or orange. Cut-out pasteboard letters can be bought from window-display supply houses, or they might be cut out of wood with a jigsaw, or else just painted on.

The clovers are cut out of dark-green cardboard or blotter paper, with light-green "H"'s lettered on the leaves. They are mounted on wire stems covered with green crepe paper.

The large letters in the middle of the clover could be cut out of white paper and pasted on. Small cards with the names of various clubs or club members could be placed at the base of each clover.

And on the back wall a large sign announcing National 4-H Club Week could be hung. The slogan "Watch Us Grow" could be lettered in the same color as the letters on the window box.



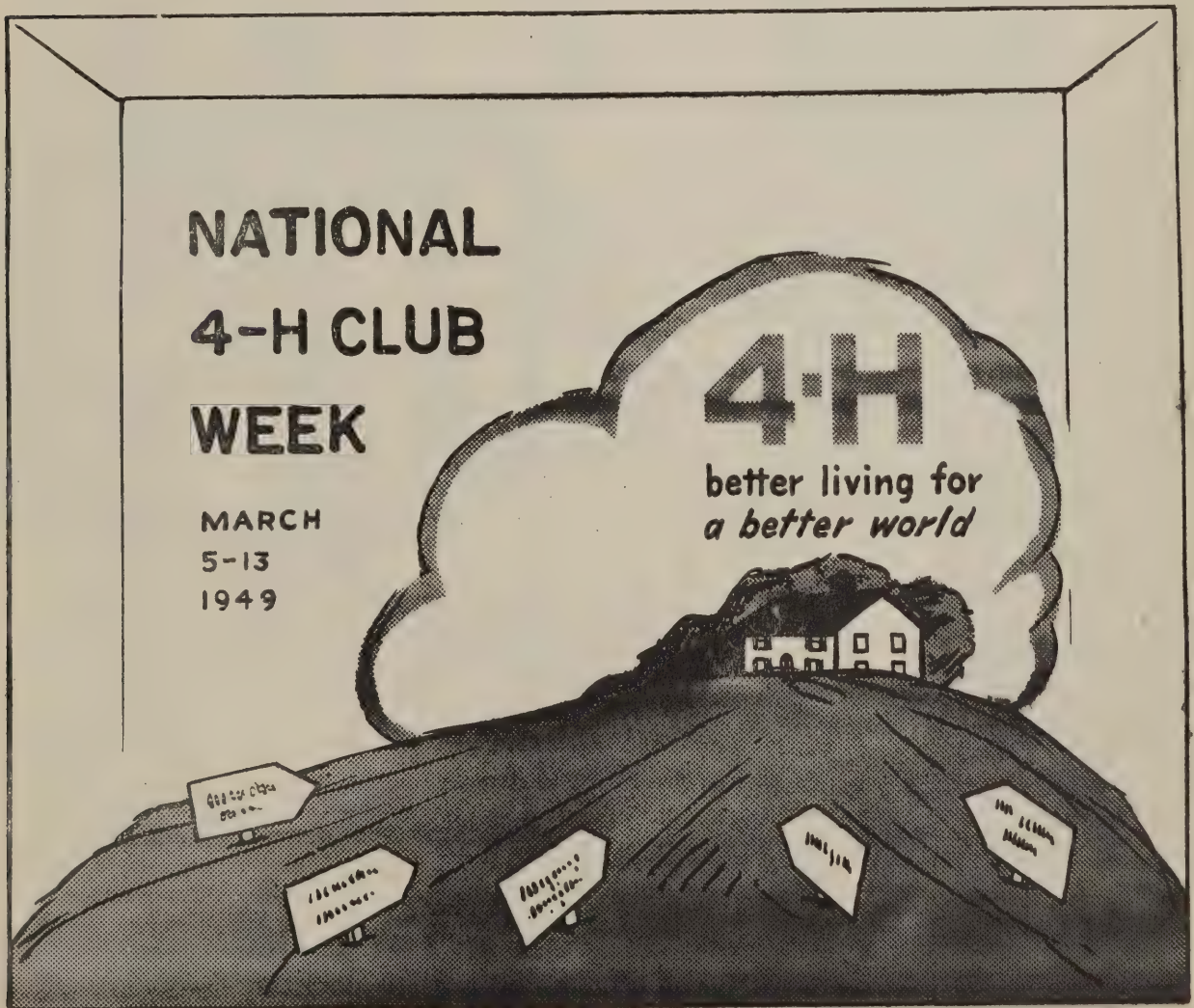


## WINDOW DISPLAYS

Where a large, deep window is available, the decorating scheme shown below might be used. You would construct it the same way you do the base under the Christmas tree, using a sheet covered with green sawdust or imitation grass, so that it looks like a grass-covered hill.

The house sits on top of the hill and could be a cardboard house such as can be bought in any toy department. Or you might build a model house from the plan on the next page. The windows should be cut out and illuminated from within, perhaps with colored or intermittent lights. The trees in back of the house could be cardboard painted dark green, or real evergreen boughs.

The cloud could be cut out of white paper, and tinted around the edges, or a large map of the world could be substituted. Also, the signposts pointing up the hill toward the house could carry the names of local 4-H clubs or 4-H projects.

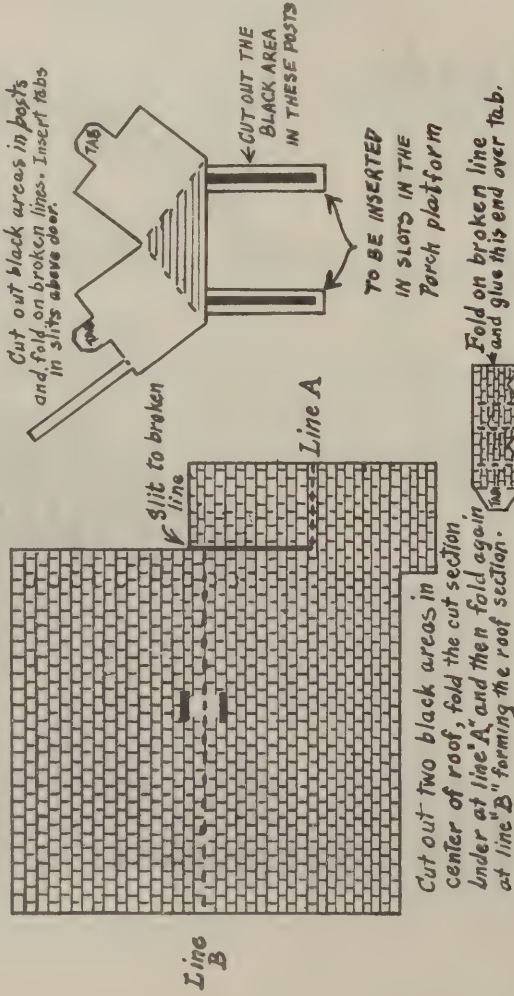




# Model House and Details for Assembling

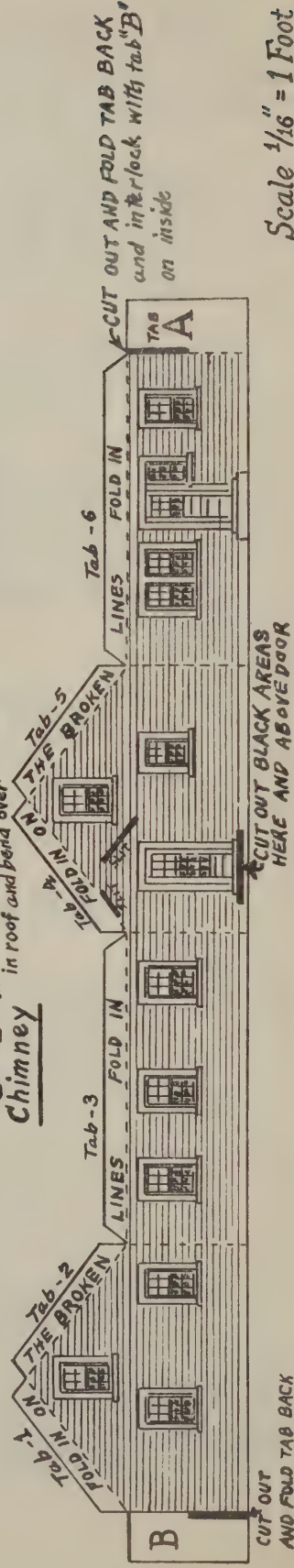
- Step 1. Cut out all heavy black areas in all units and then trim each unit on ruled lines, being careful not to cut off any needed parts of the unit.
- Step 2. Crease and fold the wall section on all broken lines, then bring tabs "A" and "B" together and interlock on the inside of the walls and glue together.
- Step 3. Assemble the porch unit by creasing and folding platform unit on broken lines. Crease and fold roof support on broken lines. Bend the single long strip down, it serves as a corner post. Attach roof support to platform by inserting posts in the slits in the platform and applying a touch of glue to each post. Insert tabs in slits at top and bottom of door. Bend tabs at top down and the one at the bottom up.

## Roof



- Step 4. Crease roof unit on broken lines and fold back small projecting section to line "A" then fold the large section on line "B". Glue the roof section to tabs at top of wall. Assemble chimney and insert the tabs in the slits in center of the roof and fold over inside.

## Porch platform



## Walls of house

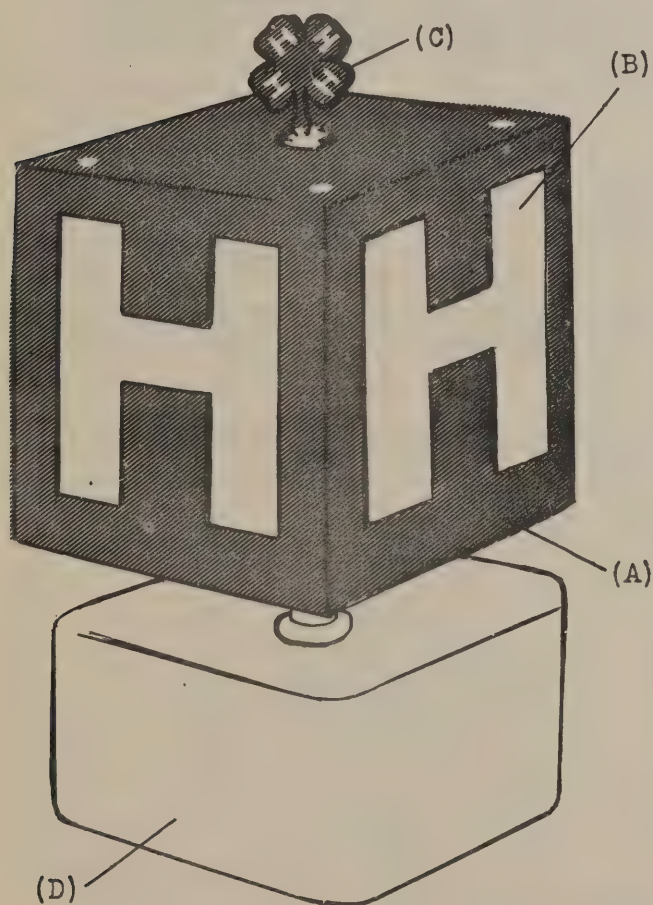
Scale  $\frac{1}{16}'' = 1 \text{ Foot}$

## WINDOW DISPLAY

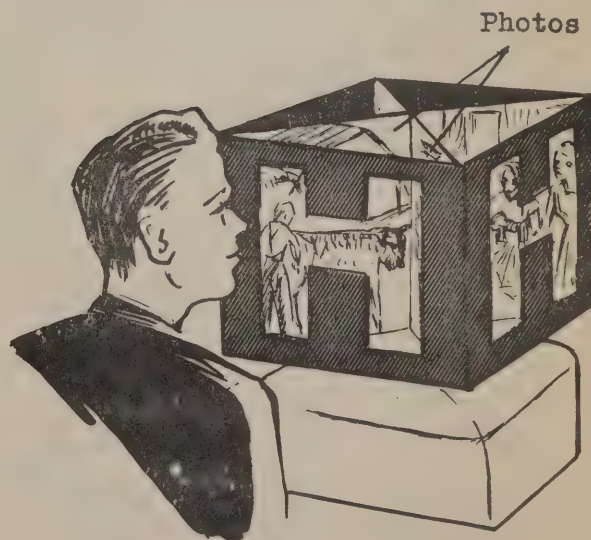
This is an idea for an illuminated attention-getting device that can be used as part of an exhibit. It can be constructed very economically if necessary, using an ordinary table lamp to supply the illumination. If you have the necessary engineering facilities, the device can be elaborated on and made to blink on and off and revolve.

The square part can be a pasteboard carton, or of sturdier construction such as wood or wallboard. This should be painted dark green (A). The four "H"s (B) are cutout windows, covered with white fireproofed crepe paper or thin cloth so that light can shine through from within.

The top should be covered and topped by a 4-H clover (C). The display could be mounted on a turntable mechanism (D) if available, or perhaps an ingenious 4-H'er could convert an electric phonograph for the purpose.



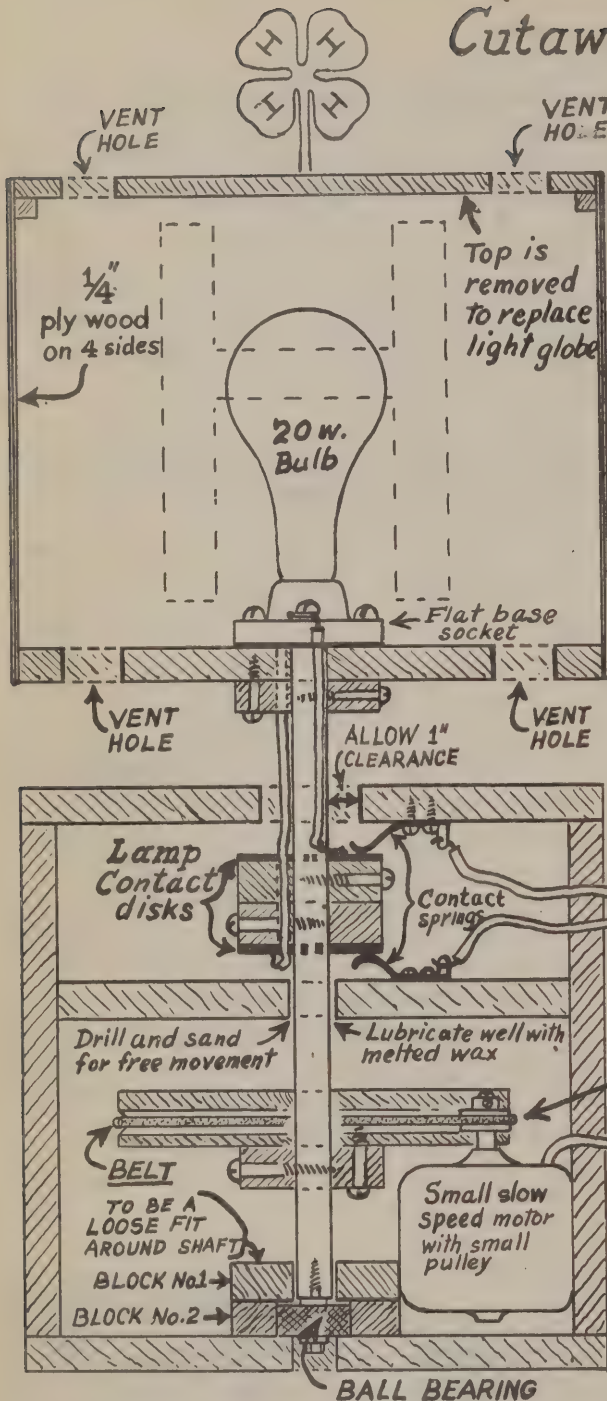
People are intrigued by peepholes. Using this idea, the device might be constructed so that people could look inside and see a display. This could be done by covering the windows with cellophane, and dividing the inside of the box into four triangular sections. Photographs might be mounted on the side walls of each section, or a miniature scene using small cardboard figures could be built to show 4-H activities.



**MAKE IT SAFE!** Use a 20 watt bulb or smaller so that it won't burn or scorch the box. And cut holes for ventilation in top and bottom.

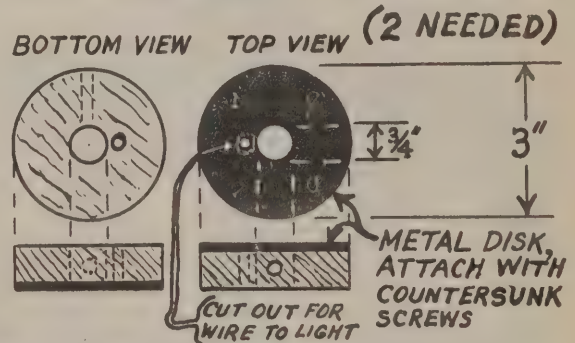


# Cutaway View and Other Details of Display Device

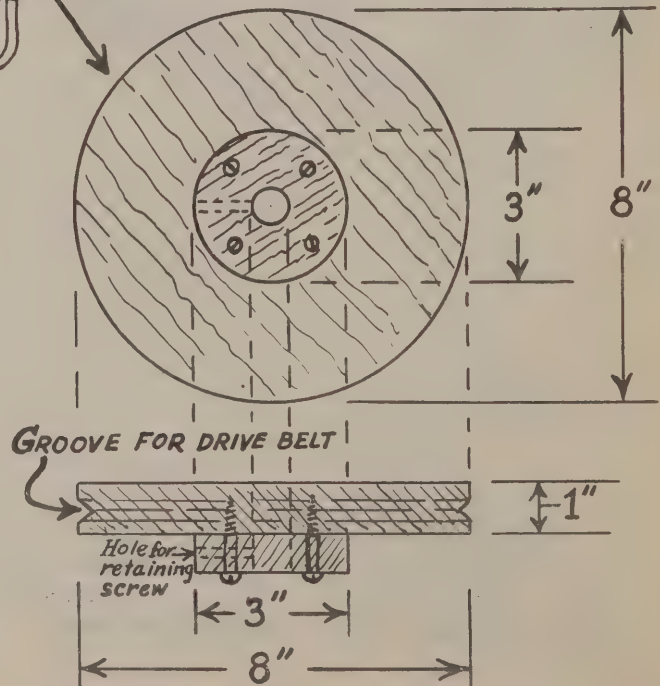


NOTE: All parts with the exception of electrical equipment and the bearing at the base of the shaft are wood. The shaft may be made of a three-quarter inch dowel or similar shaft. If metal is used for the shaft be sure to insulate it from all electrical equipment. The motor box and the light box should be well ventilated to eliminate overheating.

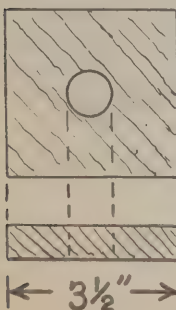
## DETAIL OF CONSTRUCTION OF LAMP CONTACT DISKS



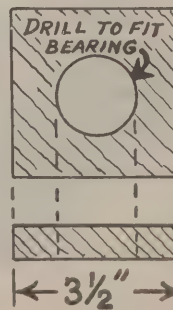
## Wood Pulley Disk Construction



BLOCK No.1

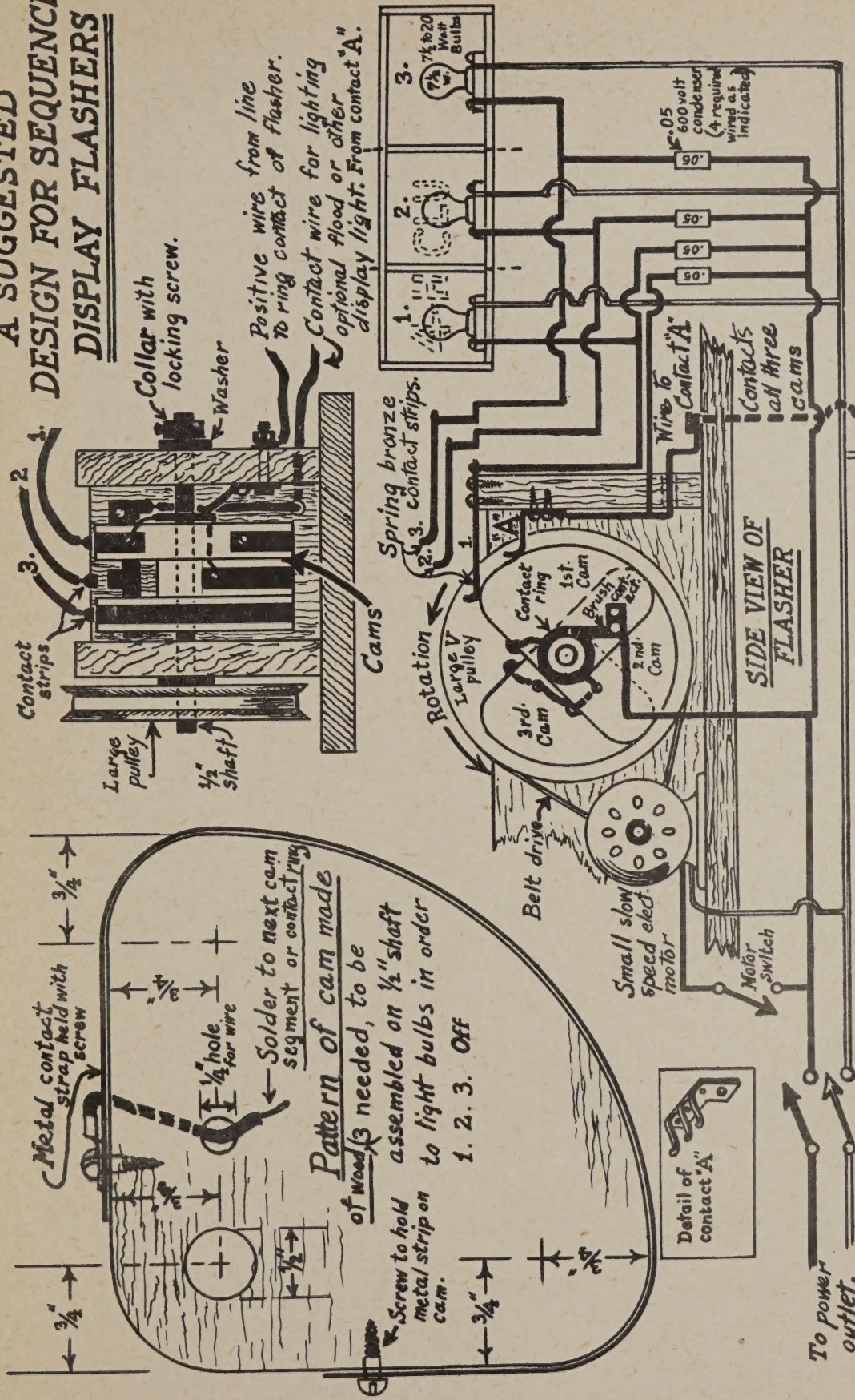


BLOCK No.2





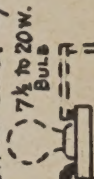
# A SUGGESTED DESIGN FOR SEQUENCE DISPLAY FLASHERS



Switch

The materials used to build this flasher may usually be found in local areas. The cams are made of wood with  $\frac{1}{2}$ " or  $\frac{3}{4}$ " metal straps (bands) attached to the outer edges with screws. The strips which contact these bands can be made of either spring bronze or copper. Contact should be just sufficient to maintain a steady light. The contact ring should be insulated from the  $\frac{1}{2}$ " steel shaft and attached to the cam with countersunk screws. Connection between cams can be made by soldering jumper wires from cam to cam, or from cams to contact ring.

Optional for flood lighting photo, or other display once each cycle.



SIDE VIEW OF  
FLASHER

Detail of  
contact "A"

To power  
outlet.









LIBRARY  
LUCENT SERIAL RECORD  
JAN 28 1949  
U. S. DEPARTMENT OF AGRICULTURE